

At Some Other
Very Early

51843 9145



Salem **FRESH WRAP** STAYS FRESHER LONGER!

**Designed To Keep Salem
A Fresh Cut
Above The Competition!**

You've experienced The Wrap from Winston. Now, Salem has it ... and it's called **Fresh Wrap**.

The new Salem **Fresh Wrap** is an exciting new packaging innovation which builds on Salem's heritage of fresh taste. It delivers "added value" to the fresh, smooth taste of Salem by:

- Holding in moisture 10 times better than "cellophane."
- Providing a virtually airtight seal to keep Salem as fresh as the day they were made.
- Giving Salem a very contemporary look and feel.

To introduce Salem **Fresh Wrap** to smokers, Salem has built an exciting support plan that is fully integrated through:

- New Advertising
- Promotions
- Point Of Sale and High-Impact Displays
- Other Retail Support

New Salem **Fresh Wrap**. The freshest idea yet to help you build tobacco volume and profits.

How Will You Benefit From The Salem Fresh Wrap?

The new Salem Fresh Wrap will be thoroughly supported by comprehensive marketing and advertising, and will be fully integrated into promotions, merchandising, and continuity programs:

PROMOTIONS



■ Buy 2, Get 1 Free



■ \$3.00 Off Carton



■ \$1.00 Off Two Packs

SUPPLEMENTAL PROMOTIONS

One of the following with 2-pack purchase:

- Corduroy Cap
- Thermo-Serve Tumbler
- 6-Pack Cooler
- Salem Scarf



Free Cap POS

ADVERTISING

- Campaign to reach 40 million customers
- Support with a broad-based out-of-home campaign



Out Of Home



Magazine Ad

51843 9147

The new Salem **Fresh Wrap** introduction will be supported by:

Exciting Point Of Sale

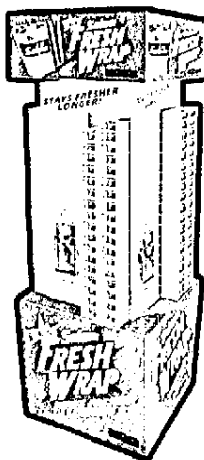
High-Impact Displays



Silk Banner



Giant Pack
Replica



Spectacular
Display



Gravity-Fed
Rotating Display



Floor-Base
Carton Display

Designed to help Store Clerks understand the value and importance of Salem **Fresh Wrap**. Clerks can earn a Golf Shirt or a Jacket for encouraging competitive smokers to buy Salem **Fresh Wrap**.



NEW Salem
FRESH WRAP
**STAYS FRESHER
LONGER!**

51843 9148